## ad reach

| Market Information |  |  |
| :--- | ---: | ---: |
| Average Household Spending / Yr |  |  |
| Mortgage payments | $\$$ | 4,487 |
| Cell Phone, Pager \& Services | $\$$ | 1,193 |
| Internet Access Services | $\$$ | 529 |
| Home Renovations | $\$$ | 764 |
| Retirement \& pension fund payments | $\$$ | 1,636 |
| Lotteries | $\$$ | 467 |
| Health Insurance | $\$$ | 607 |
| Household appliances | $\$$ | 691 |
| Furnishings | $\$$ | 1,506 |
| Computer hardware | $\$$ | 290 |
| Auto/Truck Purchase | $\$$ | 5,823 |
| Auto/Truck Rental or Lease | $\$$ | 275 |
| Air Travel | $\$$ | 280 |
|  |  |  |
|  |  |  |



## Summary Report

April 20, 2022


## London, The Londoner

 adæreachDistribution Map


